



**WEWS**

# ORDER

Print Date 09/24/12

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Flight Dates **08/21/12-08/27/12**

Contract / Revision      **304775 /**

Original Date / Revision  
07/16/12    08/20/12

Advertiser **Priorities USA Action**

Agency    **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE  
Washington, DC 20003-3021**

Product

**PUSA Action TV 08.21-08.27.12**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003-3021**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1521**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	11	\$22,355.00	\$26,300.00	0.00	07/30/12	08/26/12	11	\$22,355.00	\$26,300.00
September 2012	2	\$4,080.00	\$4,800.00	0.00	08/27/12	08/27/12	2	\$4,080.00	\$4,800.00
<b>Totals</b>	<b>13</b>	<b>\$26,435.00</b>	<b>\$31,100.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	08/21/12	08/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$1,700.00		0.00			
E 2	WEWS	08/22/12	08/27/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-WT---	1:00	3	\$1,700.00	P-1	0.00	NM	2	\$3,400.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **304775**      Flight Dates **08/21/12-08/27/12**

Hiatus Dates

Original Date / Revision    07/16/12/    08/20/12

Order Sep    00:20:00

Advertiser    **Priorities USA Action**      Product **PUSA Action TV 08.21-08.27** Estimate #    **1521**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	08/22/12	08/27/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-WT---	1:00	3	\$1,700.00	P-1	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--W-F--		2				\$1,700.00		0.00			
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
E 3	WEWS	08/21/12	08/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	-T-----	1:00	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$1,400.00		0.00			
E 4	WEWS	08/21/12	08/24/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-T--F--	1:00	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T--F--		2				\$2,000.00		0.00			
E 5	WEWS	08/23/12	08/23/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	---T---	1:00	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---T---		1				\$1,400.00		0.00			
E 6	WEWS	08/27/12	08/27/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-----	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$2,400.00		0.00			
E 7	WEWS	08/21/12	08/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	----F--	1:00	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$3,200.00		0.00			
E 8	WEWS	08/21/12	08/21/12	M-F 7-730p 7-730p Wheel	CM	7-730p	-T-----	1:00	1	\$4,800.00	P-1	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$4,800.00		0.00			
E 9	WEWS	08/22/12	08/27/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	--W----	1:00	1	\$5,200.00	P-1	0.00	NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--W----		1				\$5,200.00		0.00			
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
E 10	WEWS	08/27/12	08/27/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M-----	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$2,400.00		0.00			
E 14	WEWS	08/24/12	08/24/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	----F--	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$1,200.00		0.00			
Totals														13	\$31,100.00